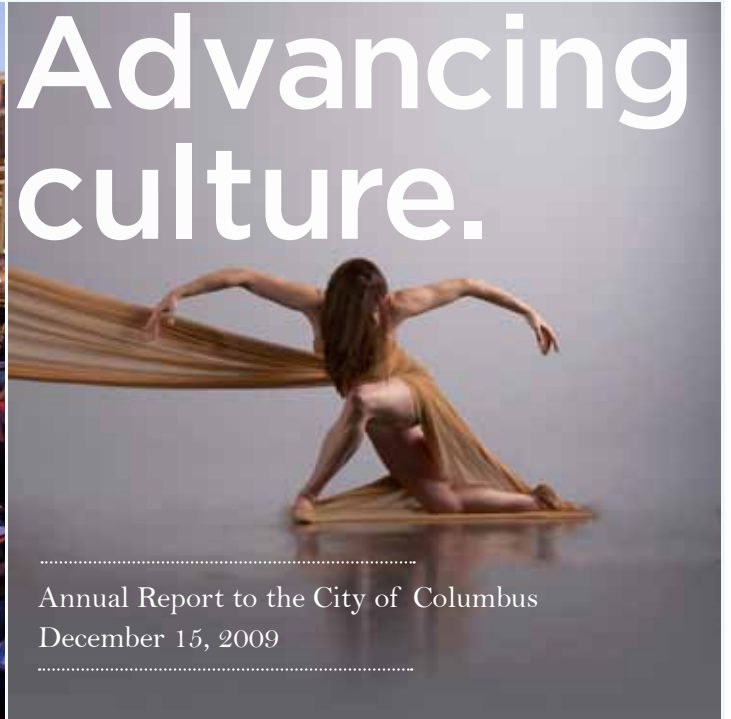


Supporting  
art.

Advancing  
culture.



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Annual Report to the City of Columbus  
December 15, 2009  
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Greater Columbus Arts Council

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Photo: *Millefiori*, from the Chihuly Illuminated exhibition at the Columbus Museum of Art.

## The Arts = Big Impact

Central Ohio's creative economy (non-profit and for-profit arts, design, performance, media and marketing industries):

- Generates over \$3 billion in business receipts each year
- Employs 25,000 people with \$932 million in employee wages
- Pays \$67 million in state and local taxes
- If our creative economy was a public company, it would be the **ninth largest** in Columbus, according to *Business First's 2008 Book of Lists*.

Source: *Creative Columbus: a Picture of the Creative Economy of Central Ohio*

# Introduction



## Letter from the Interim President

The past year has been challenging for all constituents – funders, grantees, individual artists and staff. Despite the challenges, much has been accomplished, and we look forward to 2010 with optimism. During this difficult economic period, we thank the City of Columbus for its commitment to public funding for the arts, and we commend our community’s arts organizations for implementing innovative and aggressive efforts to manage their budgets in the face of significant revenue reductions. While this has been a very difficult period for artists and arts organizations, we have learned valuable lessons, and we will come out of this stressful period stronger and more nimble as a result.



As noted in our *2009 Interim Report*, the GCAC Board of Trustees anticipated the impact of reduced funding from the hotel/motel bed tax and took steps to reduce administrative expenses. This included freezing staff salaries, implementing staff furlough days, choosing not to fill vacated staff positions and reducing non-critical expenses. Despite these actions, decreases in funding required us to make reductions in Operating Support, Project Support and Technical Assistance grant awards for 2009. We are hopeful that stabilized revenue in 2010 will allow GCAC to return grant making levels to those of previous years.



This year also brought many significant accomplishments for GCAC, which are outlined in more detail throughout this report. A few highlights include:

- With support from the Columbus Foundation, the City of Columbus and the Columbus Cultural Leadership Consortium, GCAC is facilitating the completion of the final phase of the *Cultural Plan Blueprint* initiated by the Greater Columbus Creative Cultural Commission under direction from the Columbus City Council. It is expected to be completed in late January.
- GCAC, in collaboration with 13 public and private funders and advocacy organizations across the state, introduced the Ohio Cultural Data Base Project. This program, supported by The Pew Charitable Trusts, provides arts organizations with an online system for reporting historical, organizational and financial data to simplify grant applications. In addition, groups will be able to track and analyze their data and compare how they operate relative to their peers.
- As part of GCAC’s artist-exchange program with the Saxony State Ministry of Sciences and Arts in Dresden, Columbus welcomed German artists Stefan Fischer and Stefanie Busch, while Columbus

Photos: A young actor performs a scene from *Tales of Br'er Rabbit and the Bitty Buzzard Jug Band* at the 2009 Columbus Arts Festival (top). At the 2009 Hands-on Art Activities area of the Columbus Arts Festival (center). At the Columbus Museum of Art (bottom).

# Introduction

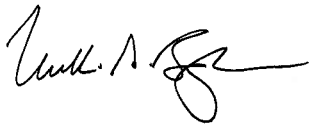
artists Kelly Malec-Kosak and Anne Keener lived and worked in Dresden this year. This program, now in its 15th year, has offered 56 artists residencies to further their work and share experiences in another vibrant artistic environment.

Looking ahead, GCAC has two important ongoing initiatives for the coming year:

- We are re-evaluating our grant making process to enhance transparency and ensure active and open communications with potential grantees. During 2010, GCAC staff will meet with grantees to obtain their input and will also use recommendations from the cultural plan to align the grant making process with community goals.
- With a focus on collaboration opportunities, GCAC has hosted a number of outreach meetings to obtain feedback from constituents. This initiative included dedicated sessions with arts education directors, suburban arts council directors and project support grantees. A discussion with individual artists is planned for January. This important input will help us set goals and priorities for 2010.

Arts and culture are an integral part of the local economy. We could not do our work without support from the City of Columbus. We also thank the Franklin County Board of Commissioners, the Ohio Arts Council and the National Endowment for the Arts for their funding and program support in 2009. And we thank the corporate community, foundations and individuals who continue to support GCAC and the many outstanding arts and cultural organizations that truly make up a vibrant, nationally recognized arts and culture community.

Sincerely,



Milton D. Baughman



Photo: BalletMet Columbus dancer Emily Ramirez. Photo by Will Shively.

# 2009 Highlights

## Completing a Plan for the Future

With support from the Columbus Foundation, the City of Columbus and the Columbus Cultural Leadership Consortium, GCAC is facilitating the completion of the *Cultural Plan Blueprint* initiated by the Greater Columbus Creative Cultural Commission under direction from City Council. A draft will be completed by year-end to provide the basis for community discussion and a framework for action steps.



Photo: The 2009 Festival Latino, produced by CAPA. Photo courtesy of CAPA.

## Encouraging Reading

In April and May, GCAC encouraged Columbus citizens to participate in a community celebration of Amy Tan's *The Joy Luck Club* as part of The Big Read Columbus, an initiative designed to restore reading to the center of American culture.

## New Award for Artists

In January, Columbus artist Abdi Roble received the first \$10,000 fellowship named in memory of former GCAC President Raymond J. Hanley from the Columbus Arts Endowment.

## Awarding Funds

In May, we awarded just under \$2,000,000 in Operating Support to 20 organizations and just over \$67,000 in Project Support to seven organizations.

## Serving the Community

Through Art in the House, Artists-in-Schools and partner arts education programs such as TRANSIT ARTS, GCAC has helped to provide free arts experiences for more than 91,000 children, teens and adults.

## Downtown Vitality

More than 400,000 people experienced visual art, music, hands-on activities and more at the 2009 Columbus Arts Festival presented by Time Warner Cable, in its second year in the Discovery District.

## GCAC 2.0

In an effort to reach out to new audiences and better connect with current audiences, GCAC implemented its first social media plan. Our social media efforts now include Facebook pages for GCAC and the Columbus Arts Festival, Twitter accounts, Flickr photo pages and interactive content on our Web site.

## Honoring the Community

We expanded our annual awards program, creating three new awards for individuals in addition to the three awards for businesses. The newly named Community Arts Partnership awards were held in March.

# New for 2010

## Making our Grants Process Stronger

In an effort to increase transparency and ensure open communication with potential grantees, GCAC will re-evaluate our grant making process in 2010. We will meet with grantees throughout the year to gather input and will use that feedback and recommendations from the cultural plan to align our process with community funding goals for the arts.

## Gathering Input from Constituents

We will continue outreach meetings started this year with our constituents as we look for new ways to collaborate and achieve efficiencies. This initiative has already included sessions with arts education directors, suburban arts councils and Project Support grantees. A discussion with individual artists is planned.

## Informing the Community

In January, our quarterly e-newsletter will expand to a monthly publication re-named *Front Row Center*. It will offer more arts-based news, profiles of artists and arts organizations and articles about arts issues of interest to the community.

## Helping Teachers

GCAC, BalletMet Columbus, Opera Columbus and the Jazz Arts Group will help Columbus City School (CCS) teachers integrate the arts into all facets of their students' learning. GCAC was awarded a contract by CCS for the 2009-2010 school year to provide professional development for 40 arts and classroom teachers.

## Millions served.

- Organizations funded by GCAC annually reach more than 2 million residents and visitors.
- Programs such as the Columbus Arts Festival reach more than 400,000 residents and visitors each year, and we serve nearly 100,000 students through arts education.

Source: GCAC Internal Research



Photo: The Harlem Gospel Choir performs at the newly opened Lincoln Theater. Courtesy of CAPA.

# Supporting Art

## Grants to Organizations

GCAC awards four different types of grants to organizations throughout Franklin County:

### Operating Support

Operating Support grants are unrestricted funding. Any Columbus nonprofit arts organization of any budget size can qualify for Operating Support as long as they meet eligibility criteria. Applicants must demonstrate exemplary artistic achievement and significant impact on the city's economy and tourism. These grants are funded by the City of Columbus.

### Project Support

Also funded by the city, Project Support grants, given twice annually, provide City of Columbus funding for specific activities or projects.

### Technical Assistance

These city-funded grants provide support for capacity-building supporting the management, governance and professional development needs of nonprofit arts organizations and individual artists.

### Franklin County Neighborhood Arts Grants

Funded by the Franklin County Board of Commissioners, the Franklin County Neighborhood Arts program provides grants up to \$2,000 for neighborhood and community groups with arts projects in all disciplines, provided they are offered to the public.

## 2009 Operating Support

There were two new applicants — CityMusic, Inc. and ShadoArt Productions — to Operating Support this year, for a total of 21 organizations. Awards totaling \$1,999,998 were allocated to the following 20 organizations, compared to \$2,599,998 to 19 organizations in 2008.

## 2009 Operating Support Grants

Organization	Amount
Actors' Theatre	\$14,033
BalletMet	\$246,586
CAPA	\$208,086
CATCO	\$75,911
Chamber Music Columbus	\$14,015
City Music	\$9,180
Columbus Children's Theatre	\$51,268
Columbus Museum of Art	\$239,586
Columbus Symphony Orchestra	\$152,086
COSI Columbus	\$218,586
Friends of Early Music	\$5,984
Jazz Arts Group	\$146,982
King Arts Complex	\$92,281
MadLab Theatre	\$9,758
Ohio Art League	\$11,211
Ohio Designer Craftsmen	\$57,419
Opera Columbus	\$107,299
ProMusica Chamber Orchestra	\$74,275
Thurber House	\$36,366
Wexner Center for the Arts	\$229,086
<b>TOTAL</b>	<b>\$1,999,998</b>

# Supporting Art

## 2009 Project Support

Seventeen applicants requested \$220,565 for the spring Project Support deadline. Seven applications were recommended for grants totaling \$67,320.

Traditionally, GCAC has awarded two rounds of Project Support — one in spring, and one in fall. As a result of funding reductions, GCAC awarded only one round of Project Support grants for 2009.

The following chart shows our 2009 Project Support awards:

## 2009 Project Support Grants

Organization	Project Title	Grant
Carpe Diem String Quartet	Carpe Diem MusiCare and Chamber Music Series	\$8,340
Columbus College of Art & Design	CCAD Exhibition	\$24,000
Columbus Dance Theatre	CDT Contemporary Dance Series	\$3,400
Columbus Gay Men's Chorus	Joy Holiday Concert 2009	\$6,000
Film Council of Greater Columbus	57th Annual Columbus International Film Festival	\$2,680
Friends of the Conservatory	Chihuly Revisited	\$21,000
Jefferson Academy of Music	Chamber Music, Extraordinaire	\$1,900
<b>TOTAL:</b>		<b>\$67,320</b>

## Technical Assistance

Technical Assistance is a capacity-building program which provides support to nonprofit organizations and individual artists. Technical Assistance applications are submitted monthly and are reviewed by the Board's Grants Committee. The following organizations received Technical Assistance in 2009:

## 2009 Technical Assistance Grants

Organization	Title	Grant
The Ohio Art League, Inc.	Fund Development	\$4,950
Thurber House	Marketing, promotion & development for 25th anniversary	\$10,000
MadLab Theatre	Marketing Firm - 42Fish	\$3,000
CityMusic	City Music Board Retreat	\$1,500
Community Arts Project	King Arts Complex Technology Expansion	\$3,000
<b>TOTAL:</b>		<b>\$22,450</b>



Photos: Visitors to the Wexner Center for the Arts enjoy free Sundays during the Andy Warhol exhibition (left). The interior of the Palace Theatre (right). Photos courtesy of the Wexner Center for the Arts and CAPA.

# Supporting Art

## Franklin County Neighborhood Arts Grants

With funding from Franklin County, GCAC administers the Franklin County Neighborhood Arts Program through its Community Arts Education Department. The purpose of the program is to increase community participation in the arts throughout Franklin County. Grants are awarded three times per year.

In 2008, the Franklin County Neighborhood Arts Program awarded a total of \$75,221 to 62 organizations. In the first two rounds of 2009 grants, the Franklin County Neighborhood Arts Program awarded a total of \$36,654 to 36 organizations. GCAC has received 37 applications for the third round of grants, to be awarded on Dec. 15. The following organizations received a Franklin County Neighborhood Arts Grant:

## 2009 FCNA 1st Round Grants

Organization	Grant
Arts Council of Westerville	\$1,000
backspace	\$1,000
Bread and Circus Theatre Company	\$1,000
Cambodian Mutual Assistance Association	\$500
Center of Vocational Services for Mental Health	\$1,500
City of Upper Arlington Cultural Arts Foundation	\$1,000
Columbus Early Learning Centers	\$500
Columbus Housing Partnership	\$1,000
Columbus Landmarks Foundation	\$750
Columbus Women's Chorus	\$1,000
Community Development for All People Corporation	\$1,000
Eva Ball and Company	\$1,000
F.E.A.T.	\$500
Franklinton Arts District	\$1,000
Godman Guild	\$1,000
KingPenn Productions	\$1,000
Magpie Consort	\$1,000
Music Loves Ohio	\$1,000
New Albany Symphony Orchestra	\$1,000
Ohio Hispanic Coalition	\$1,000
Reeb/Hosack Steelton Village Committee	\$800
The Singing Buckeyes	\$1,000
St. Vincent Family Centers	\$1,500
Thiossane Institute, Inc.	\$1,000
Urban Cultural Arts Foundation	\$1,000
Westerville Symphony at Otterbein College	\$1,000
<b>Total:</b>	<b>\$25,050</b>



Photos: MadLab Theatre's *Angels of Lemnos* (top). BalletMet's *A Midsummer Night's Dream* (bottom).

# Supporting Art

## 2009 FCNA 2nd Round Grants

Organization	Grant
Chinese Culture Link, Inc.	\$1,000
Columbus Children's Choir	\$1,200
Delta Foundation of Greater Columbus	\$1,204
Dublin Arts Council	\$1,500
Emerald City Players	\$1,000
Evolution Theatre Company	\$1,500
Friends of the Topiary Park	\$1,200
Haven of Hope Cancer Foundation	\$1,200
Ohio Historical Society	\$800
Rock on the Hill	\$1,000
<b>Total:</b>	<b>\$11,604</b>

### Ohio Cultural Data Project

Hundreds of Ohio arts organizations now have access to new technology to strengthen their management capacity and evaluate their community impact. The Ohio Cultural Data Project, a new online statewide system, launched Sept. 1. The collaborative, which features a comprehensive information collection tool, gives organizations the ability to compare themselves with similar organizations, giving participating funders consistent data on statewide access to and participation in the arts.

GCAC's grants and services coordinator serves on the statewide committee working to administer the Ohio Cultural Data Project. First launched in Pennsylvania in 2004, the Cultural Data Project is managed by Pew Charitable Trusts and is currently operating in five additional



Photo: Students at the Thurber House Summer Writing Camp on a field trip at the Topiary Park.

states nationwide. Through the Ohio Cultural Data Project, GCAC hopes to increase access to reliable data about the local cultural sector, which will enhance both individual organizational capacity and their overall effectiveness. Organizations complete a profile once each year and are able to use the database as part of the application process to multiple funders. GCAC plans to require all organizations applying for Operating Support in 2010 to complete an Ohio Cultural Data Project profile as a part of the application process. Other members of the Ohio Cultural Data Project Task Force are: the Ohio Arts Council; Fine Arts Fund Cincinnati; the Greater Cincinnati Foundation, Cleveland Foundation, Cuyahoga Arts & Culture; the Arts Commission of Greater Toledo; Cultureworks (Dayton); and the Ohio Alliance for Arts Education. Staff of the Pew Trusts provided training for local organizations on the system.

### Grants & Services for Artists

GCAC recognizes that individual artists are an important component of the creative community in Columbus. We provide funding and professional development support for artists of all types who live and work in central Ohio through the following programs:

### OPPArt (Opportunities for Artists)

Through OPParT, GCAC provides events aimed toward helping individual artists connect with each other and develop themselves and their work. The 2009 series

# Supporting Art

included roundtable discussions with playwrights and film artists; workshops on resume building and photographing work; and a Webinar on arts and civic engagement.

## Individual Artist Fellowships

GCAC's Individual Artists Fellowship Program recognizes outstanding local artists in Franklin County by awarding fellowships in at least one artistic discipline each year. In 2009, we contracted with Thurber House to administer the biennial Columbus Literary Awards. Three Fellowships were awarded in October to David Culwell, Jaime Lee Moyer and Stephanie Harrison. Culwell, who received the award in the poetry category, won the 2008 Thomas Merton Prize for *Poetry of the Sacred*. His fiction and poetry have appeared in numerous publications. Moyer, who has published more than 80 poems in the last four years, won the Columbus Literary Award in the fiction category. Harrison, who won the award in the nonfiction category, has published short fiction in many journals. She is the editor of the anthology *Adaptations: From Short Story to Big Screen*.

## Raymond J. Hanley Fellowship

In January, Columbus artist Abdi Roble received the first \$10,000 fellowship named in memory of former GCAC President Raymond J. Hanley. An anonymous panel of judges, along with trustees of the Columbus Arts Endowment, chose Roble as the first recipient



Work by Abdi Roble, from his book *The Somali Diaspora: A Journey Away*.

of the fellowship, an award for an individual artist who lives or works in the Columbus area and who has demonstrated an unusual level of achievement. The fellowship is administered by GCAC and supported through the Hanley Arts Fund of the Columbus Arts Endowment, created upon Hanley's death in 2006. Roble, a Somali native, is an acclaimed photographer and founder of the Somali Documentary Project,

which uses photography to produce an archive of the Somali Diaspora. Through the Somali Documentary Project, Roble has exhibited work at the Ohio Arts Council's Riffe Gallery, Intermedia Arts in Minneapolis, the Columbus Museum of Art and more. The annual Raymond J. Hanley Fellowship will be awarded to recipients without restriction, so they may use it as needed to further their careers as artists.

# Supporting Art

## 2009 Columbus Arts Festival

More than 400,000 area residents and visitors joined GCAC in the Discovery District June 5-7 for the 48th Columbus Arts Festival presented by Time Warner Cable. Fantastic art, food and music, coupled with great weather throughout the weekend, made this year's event one of the best.

The Columbus Arts Festival is a juried show. This year, 1,000 artists applied to exhibit and sell their art. A panel of five artisans, gallery owners and arts educators reviewed the applications and scored the work according to a number of criteria. Top scoring artists were invited to the show. Artists from Israel, Canada and 39 states exhibited their work, including 53 new artists who showed their work in Columbus for the first time.

Visual art is just one aspect of the Columbus Arts Festival. The ColumbusArts.com stage provided continuous musical entertainment representing a wide range of genres — from jazz to rock, bluegrass to pop and more. The *Ohio Magazine* Poetry Corner highlighted talented poets, both student and adult and hosted the Fifth Annual Poetry Slam on Saturday. Adults and children tried their hands at creating a masterpiece in the Giant Eagle Hands-On Arts Activities Area. Glassblowing, storytelling, community tile project and printmaking were just a few of the many activities available, along with entertainment from

Opera Columbus, a magician and an exhibition of work by central Ohio students.

The Festival receives no public money and is dependent on earned revenues and the generosity of the Columbus corporate community to continue to host this free event. Time Warner Cable, Salon Schools Group, American Electric Power, Columbus Distributing Company, Motorists Insurance Group, State Auto and Giant Eagle are just a few of the many corporations who sponsored the 2009 Festival. WOSU, *alive!*, *City Scene*, WMNI, *Ohio Magazine*, WOSU and CD101 provided media support.



Photos: At the Hands-on Art Activities Area of the 2009 Columbus Arts Festival (top). A family enjoys a snow cone at the Festival (bottom). Photos by Greg Bartram.

# Supporting Art

Each year, a Festival coordinating committee comprised of more than 50 community members joins forces with staff to organize this community event. The all-volunteer committee, many of whom have been volunteering for 10 years or more, dedicates more than 150 hours to the Festival, taking vacation days from their professional jobs to volunteer during the entire event. Another 300 volunteers assist during the event with a variety of jobs such as selling souvenirs, answering questions at the information tents or offering artists a break by booth sitting. The Festival would not be possible without the hard work and dedication of our many volunteers and the planning by the coordinating committee. In 2010, the coordinating committee will have 14 new members.

The Festival's 2009 location in the Discovery District gave patrons the opportunity to experience the Columbus Museum of Art, Thurber House and the Topiary Park for free in addition to attending the Festival. This year, the Columbus Museum of Art recorded its biggest weekend attendance ever, with more than 18,000 people visiting the Museum during the Columbus Arts Festival. We thank our partners in the Discovery District for welcoming the Columbus Arts Festival for the second year.



## The Columbus Arts Festival helps the local economy:

- Festival visitors spend an average of \$20 per person on food and \$175 per person on art.
- Approximately 10% of Festival goers are from out of town. 21% of those out-of-towners stay in a hotel, spending an average of \$310 during their stay. With 400,000 total visitors, that's more than \$2.6 million in one weekend.

Source: Festival Research.

Photos: A young Festival patron shows off her face paint (top left). Shopping for sculpture at the event (top right). Participants in the TRANSIT ARTS program give a spoken word and dance performance at the 2009 Columbus Arts Festival *Ohio Magazine* Poetry Corner (bottom). Photos by Greg Bartram and Jennifer Sadler.

# Supporting Art



Photo: At the 2008 Art Al Fresco event, a nominee for the 2009 Artistic Excellence Award. Courtesy of the Short North Business Association.

## Marketing the Arts Social media

In an effort to reach out to new audiences and increase connections with current audiences, GCAC implemented its first social media plan in 2009. After benchmarking similar organizations and surveying our database for input from constituents, we created a Facebook page for GCAC and a separate page for the Columbus Arts Festival, our most public event. Outreach included a Flickr photo contest and updates throughout the Festival from the GCAC and Columbus Arts Festival Twitter accounts. Staff and volunteers also filmed original podcasts and took photos to post on Flickr and YouTube. Staff, volunteers and artists contributed to an event blog, posted through Facebook and on an original social media Web site.

Results have been extremely successful to date. The Columbus Arts Festival and GCAC have more than 2,200 fans on Facebook and 375 followers on Twitter. Columbus Arts Festival patrons submitted 188 photos for the Flickr photo contest, and the social media tools allow GCAC to better monitor and respond to feedback about the organization and its programs.

## [gcac.org](http://gcac.org) and [ColumbusArts.com](http://ColumbusArts.com)

GCAC manages two Web sites dedicated to sharing information about the arts — [ColumbusArts.com](http://ColumbusArts.com) and [gcac.org](http://gcac.org). [ColumbusArts.com](http://ColumbusArts.com), central Ohio's most comprehensive resource for arts and culture event listings, now averages more than 36,000 unique visitors per month. It features expanded search capabilities and functions that allow users to

download event listings to their Outlook or iCal calendars, look up maps for events and direct links to organizational Web sites to purchase tickets. Events, performances and exhibitions listed on [ColumbusArts.com](http://ColumbusArts.com) are entered into [ArtsinOhio.com](http://ArtsinOhio.com), a marketing partnership developed by the Columbus, Cincinnati and Cleveland Convention and Visitors Bureaus. Experience Columbus ([ExperienceColumbus.com](http://ExperienceColumbus.com)) and the Ohio Division of Travel and Tourism ([OhioTourism.com](http://OhioTourism.com)) also receive event data from the [ColumbusArts.com](http://ColumbusArts.com) database. GCAC sends a monthly e-mail blast highlighting some of the events on [ColumbusArts.com](http://ColumbusArts.com) to site visitors and others in GCAC's database who have requested this service. Currently, the e-mail blast is sent to more than 11,000 individual e-mail addresses with an open rate greater than 30 percent.

Our Web site, [gcac.org](http://gcac.org), averages more than 15,000 unique visitors per month. The site features information about GCAC's programs and grants. In October, we expanded the site to include an advocacy section with contact information for local, state and national legislators, tips on arts advocacy and facts about the impact of the arts on central Ohio.

## Attracting and Retaining Talent

GCAC continues to partner with the City of Columbus, Columbus Chamber, Experience Columbus and JPMorgan Chase on the

# Supporting Art

Attract and Retain Talent initiative with representation on the Create Columbus Commission.

This year, the Commission worked with the Columbus College of Art and Design to feature work by fashion design students in empty downtown storefronts. Additionally, the Commission worked with the Capital Crossroads/Downtown Special Improvement Districts to feature local artists at the biweekly Pearl Market.

## ArtZine

GCAC and WOSU Public Media's monthly television magazine program *ArtZine*, which showcases local artists, arts organizations and cultural activities, won yet another Emmy in 2009, bringing the show's total awards to four.

Now in its fifth season, *ArtZine* allows viewers to see stories of Columbus' rich, artistic landscape, including stories about the Thurber Prize for American Humor; behind the scenes looks at events such as the Columbus Arts Festival; profiles of musicians, muralists, sculptors, painters, mimes and actors; and intimate portraits of the places people gather to enjoy art, such as the city's museums, galleries, theatres, concert halls and exhibition spaces. *ArtZine* averages 40,000 viewers per month.

## Community Arts Partnership Awards

GCAC recognized three individuals and three businesses in March with a 2009 Community

Arts Partnership Award for their exemplary support of the arts as part of our annual meeting at COSI Columbus. Award winners were:

- Philanthropist Anne Melvin received the Arts Partner award for her lifetime support of the arts, including her nominator the Columbus Symphony Orchestra.
- Judy Shafer, Director of Jazz in Schools for the Jazz Arts Group, received the Arts Educator award for her work to educate local children through the arts.
- Michael Reed received the Emerging Arts Leader award for his work as an artist and with Junctionview Studios.
- JPMorgan Chase received the award in the Large Business category for companies with more than 500 employees. Chase was nominated by Thurber House and ProMusica Chamber Orchestra.
- Oakland Nursery received the award in the Medium Business category for companies with 50-500 employees. Oakland Nursery was nominated by the Otterbein College Department of Dance and Theatre.
- Morse Road Family Dental Group received the award in the Small Business category for companies with fewer than 50 employees. Morse Road Family Dental Group was nominated by The King Arts Complex.

Columbus City Councilmember Priscilla Tyson, Franklin County Commission President Paula Brooks and Charlene Brown, host of *ArtZine*, presented the awards. Each award winner received original artwork by a local artist. JPMorgan Chase received Andrew



Photo: The Ohio State University's OSU Urban Arts Space, winner of the 2009 Artistic Excellence Award, from its opening exhibition, *Midnight Robbers: The Artists of Notting Hill Carnival*.

# Supporting Art

Lundberg's *living in a moment*. Oakland Nursery received Zhigang Cui's *Trees in Brown*. Morse Road Family Dental Group received Mary Ann Crago's *After Winter*. Shafer, Melvin and Reed each received a piece created by Heidi Schmenk and Mike Rozell of Glass Axis.

GCAC also presented its Artistic Excellence Award — a \$10,000 prize given annually to an arts organization that has demonstrated innovation, risk and artistic excellence in a performance, exhibition or program — to The Ohio State University College of the Arts for the opening of the OSU Urban Arts Space, including the *Midnight Robbers: The Artists of Notting Hill Carnival* exhibition. Other Artistic Excellence nominees were:

- The Columbus Museum of Art for *Objects of Wonder from The Ohio State University*
- Columbus Dance Theatre for *New York Preview*
- MadLab Theatre for *The Angels of Lemnos*
- The Short North Business Association for *Art al Fresco*

## Outreach to Constituents

This fall, GCAC staff and Board began systematically reaching out to our partners and constituents to discuss new or improved ways for GCAC to serve and work with them.

In September, GCAC invited five regional arts council leaders from

Upper Arlington, New Albany, Dublin, Worthington and Hilliard to an informal conversation with our staff. Over lunch, the group exchanged and discussed current news, issues, and concerns and decided to meet on a quarterly basis. For the upcoming January meeting, the group will expand to include the McCoy Community Center for the Arts in New Albany and the Grove City Arts Council.

Staff met with art education directors from the 15 largest arts organizations in October for a long discussion about collaboration opportunities. Additionally, staff met with Project Support grant recipients that month to answer questions and obtain suggestions in regarding our grant-making process. In January, we will meet with individual artists and art students living or working in Columbus to discuss ideas to re-shape relationships, resources and responsibilities between Columbus artists and arts administrators, who are such a large part of our creative community.



Photos: A performance of *La Cenerentola*, courtesy of Opera Columbus (top). Photo courtesy of the Columbus Symphony Orchestra (bottom left). Anatomical Scenario performs *Anna and the Annadroids*, courtesy of Anatomical Scenario Movement Theater (bottom left).

# Advancing Culture

## Cultural Planning Initiative

In September, the Columbus Foundation issued a challenge to secure additional community funding for the arts. As part of that initiative, GCAC volunteered to undertake completion of a cultural plan for the City of Columbus, which will finish the work outlined in the Greater Columbus Creative Cultural Commission's *Cultural Plan Blueprint*. Formed by Columbus City Council last April, the group released its *Cultural Plan Blueprint* in January. The final phase of that document, on resources and funding, was to be completed in the future.

GCAC retained consulting firm WolfBrown to assist in completion of the plan. As part of that process, GCAC facilitated meetings with organizations and funders.

## Community Arts Education Programs

### Artists-in-Schools

We continue to receive significant annual funding from the Franklin County Board of Commissioners to support the Artists-in-Schools program. To date in 2009, 658 Artists-In-Schools activities were conducted, reaching a total audience of 87,633 people and featuring artists in Kindergarten through 12th grade schools and non-school venues.

- The Columbus City Schools scheduled 78 of these

activities, reaching 13,346 CCS students

- 10,549 people attended Artists-in-Schools activities in non-school venues

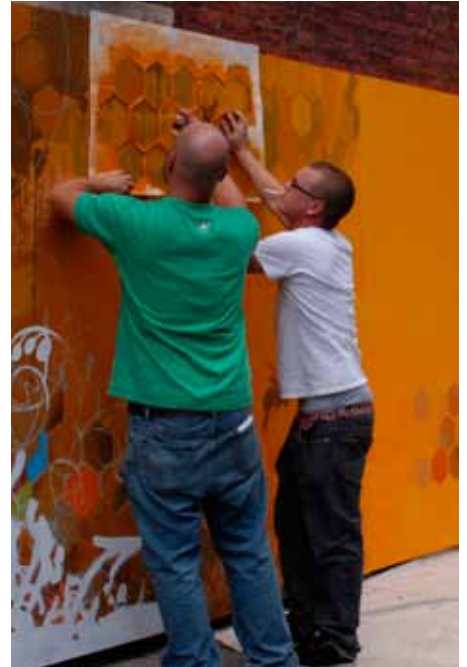
The annual Artists Preview Night, a showcase of Artists-in-Schools artists was held Sept. 8 at the Lincoln Theatre. An estimated 200 educators, administrators, artists, students, parents and others attended.

### Art in the House & TRANSIT ARTS

Art in the House and partner program TRANSIT ARTS provide free, educational arts-based opportunities for youth ages 5 to 21 and their families during out-of-school-time hours.

Through Art in the House, GCAC offers programming at Columbus Federation of Settlements' Settlement Houses, along with other neighborhood partner sites, for younger children ages 5 to 11. Art in the House allows participants to begin their connection to lifelong learning through the arts. Accomplished professional artists work with apprentice artists at each site to provide hands-on introductions and exploration of various art forms to students after school and during the summer. We use student skills assessment pre- and post-tests at all sites as part of our evaluation process.

TRANSIT ARTS is a dynamic network of young artists that celebrates the exciting diversity



Local artists make public art for *Art al Fresco* in the Short North (bottom right).

## More Art = Better Students

- 93% of Americans believe the arts are vital to providing a well-rounded education.
- Young people who take part in comprehensive arts programs are **four times** as likely to be recognized for academic achievement and perform better in other subjects.
- Local arts organizations offer continuing education to more than 4,000 teachers annually, providing them with ways to enhance arts programs, science and math lessons and test-taking skills.

# Advancing Culture



Photos: Art in the House participants at the April exhibition of their work, which took place at the Columbus Metropolitan Library's Main Library (above). An Art in the House participant smiles in front of a piece she created for an exhibition at the MAP Furniture Bank (bottom right).

of our city while guiding youth as they discover and expand their creative minds and artistic talents. Master artists and arts administrators engage young people ages 12 to 21 through a wide variety of arts and related skills during afternoon and evening hours at Central Community House, South Side Settlement House, Gladden Community House, St. Stephens Community House, Neighborhood House/Sawyer Recreation Center, and other sites, including libraries, parks, the YMCA Truancy Center, arts organizations and performance venues.

GCAC served 595 youth through a total of 3,457 contacts in 2009 at Art in the House programming sites. To date in 2009, the TRANSIT ARTS program has served 336 youth ages 12 to 21 and has produced numerous public performances and exhibitions, including a performance at the 2009 Columbus Arts Festival.

Art in the House and TRANSIT ARTS are financially assisted by the Franklin County Board of Commissioners, the Columbus Foundation, the Ohio Arts Council, American Electric Power, Honda, the Reinberger Foundation, the United Way of Central Ohio and the Columbus Federation of Settlements.

## Professional Development for Teachers

Since 2000, GCAC has collaborated with Columbus City Schools (CCS) and the arts education staff of BalletMet Columbus, Opera

Columbus and the Jazz Arts Group to train Kindergarten through 12th grade teachers on incorporating the arts in their curriculum. The Professional Development in Arts Integration program has been a great success. Based on a model developed by these collaborators, Kindergarten through 12th grade arts and classroom teachers learn and utilize methods to include performing and visual arts throughout the curriculum while adhering to district and state academic content standards in Fine Arts, English Language Arts and other content area, such as science or social studies.

Evaluations continue to show that participating CCS teachers believe the professional development sessions have been engaging, useful and effective.

This year, Columbus City Schools was able to use federal funds to conduct a graduate credit course for CCS teacher alumni



# Advancing Culture



lessons. GCAC and its partners completed the course in April. For the 2009-2010 school year, GCAC and partners were awarded a contract directly by Columbus City Schools to provide professional development for 40 Kindergarten through 12th grade arts and classroom teachers in arts integration during each of the district's three professional development days.

The collaborative group continues to seek funding in support of more teacher training and intends to re-apply for US Department of Education funding in 2010.



## International Programs & Cultural Exchanges

Since 1995, GCAC's artist-exchange program, together with the Saxony State Ministry of Sciences and Arts in Dresden, has offered Columbus artists the opportunity to undertake a residency in Dresden, Germany. Annually, the residency program provides an extended period of time for two Columbus-artists to concentrate on research and production.

This year, local artists Kelly Malec-Kosak and Anne Keener went to Germany. Malec-Kosak holds a master's in fine arts from California College of the Arts in Oakland, Calif. She has received various grants and participated in numerous solo, two-person, invitational, and group exhibitions in New York, San Francisco, Chicago and Washington. Kelly

works as an associate professor of fine arts at Columbus College of Art & Design, where she is also the chair-person for three-dimensional studies. Keener holds an art degree with an emphasis in sculpture as well as a second bachelor's in religious studies from The Ohio State University; however, she primarily uses the medium of painting. She has hosted numerous visiting artists in Columbus and taught various workshops and courses. Each artist was provided with an apartment, a studio space and a bike in Dresden; they reported back via e-mails and blogs about their intensified studio-practice, improving language skills and inspiring travels to Berlin, Munich, Prague and Venice.

GCAC also welcomed two Dresden artists to Columbus for their exchange residencies. Between Mar. 15 and June 9, GCAC hosted Stefanie Busch, a mixed media artist. We welcomed artist Stefan Fischer from Apr. 1 to June 30. Stefan, who lives in Leipzig, works as a photographer.

In August, GCAC supported an exhibition titled *Notes from Dresden* at the Cultural Arts Center downtown. The exhibition was timed with the release of the second installment of the artist exchange program catalog, created and produced in conjunction with the Free State of Saxony, Germany, which includes individual booklets of all 24 artists from Dresden and



Photos: Lunch with The Ohio State University President Gordon Gee (top) and featured work (middle) at the *Notes from Dresden* exhibition. Work by Stefan Fischer.

of the project to deepen their understanding and enhance their competency in creating and delivering arts integrated

# Advancing Culture

Columbus who have participated in the exchange over the past six years. *Notes from Dresden* included artworks by the 12 artists from Columbus who have been to Dresden and celebrated the concept that the exchange enriches individual lives of Columbus artists. A well attended opening reception was held on Aug. 6, followed by artist talks on Aug. 13. Then on Aug. 18, the exhibition space became the setting for a busy luncheon for a group of architecture exchange students from Dresden who were hosted by OSU's Knowlton School of Architecture. The university's President E. Gordon Gee also attended the informal event and listened to brief presentations by three of the artists who were included in the exhibition.

Next year, GCAC will send multi-media artist Elizabeth Gerdeman and sculptor Shauna Merriman to Dresden. We will host installation artist Tina Beifuss and painter Stefan Lenke in Columbus.

## The Big Read

In April and May, GCAC encouraged all Columbus citizens to participate in a community-wide celebration of Amy Tan's *The Joy Luck Club* as part of The Big Read Columbus, an initiative of the National Endowment for the Arts designed to restore reading to the center of American culture. The project included a kick-off event to launch the program locally, attended by Franklin County Commission President Paula Brooks, Councilmember Andrew Ginther, Councilmember Priscilla Tyson and other local leaders; events using the book as a point of departure; and book discussions in diverse

locations aimed at a wide range of audiences. The project culminated in a well-attended lecture by Amy Tan at Mershon Auditorium on May 22 as well as a speech and book-signing by the author at the Asian Festival on May 23. In all, more than 3,000 people participated in Big Read events in April and May, and of those, 500 were children.

## Creative Columbus Study

Central Ohio's creative sector — arts, design, performance, media and marketing fields — annually generates more than \$3 billion in total business receipts, \$932 million in employee wages and \$67 million in state and local tax revenues. More than 18,000 employees in 1,368 firms and 6,930 sole proprietors work in the creative sector, for a total of 25,000 people. Several thousand more have creative occupations



Photo: Students participate in a workshop at the Jazz Academy, Jazz Arts Group's new educational facility (left). Children make art at a community day at the Columbus Museum of Art (right).

# Advancing Culture

working for employers outside of the creative sector.

These figures are just a few of the findings in *Creative Columbus: a picture of the creative economy of Central Ohio*, a new report that contributes in-depth data to the civic discourse going on today in our region. GCAC was one of the funders that contributed to this report, led by the Columbus College of Art & Design, along with an advisory committee of community leaders. Other partners were Community Research Partners and the Columbus Chamber of Commerce. Project funders were CCAD, The Columbus Foundation, GCAC, The Ohio State University, Franklin County and Compete Columbus. The purpose of *Creative Columbus* was to gain a better understanding of the magnitude and characteristics of central Ohio's creative services economy. The study builds on initiatives underway for the past several years, which sought to clarify the nature of the creative economy of the region. *Creative Columbus* provides an in-depth look at the creative economy, as a whole and its sectors, whether by industry, geography or networks.



Photos: Author Amy Tan reads from *The Joy Luck* club during her visit to Columbus as part of The Big Read (top). Students participate in an arts education program with BalletMet Columbus artists (bottom).

## 2009 Public Forum

This year's Public Forum focused on how advocacy can demonstrate the economic, social, and educational benefits of public investment in the arts. A panel of experts discussed strategies and techniques to build public support

for the arts. Panelists included Christie Angel, a government affairs expert with local firm Sean P. Dunn & Associates and former chief of staff for Mayor Michael B. Coleman; Thomas B. Schorgl, president and CEO of the Community Partnership for Arts

and Culture (CPAC) in Cleveland; and Wayne P. Lawson, former Ohio Arts Council executive director. More than 75 people attended this year's event, which included a public comment section and a question-and-answer with the panelists.

# Statement of Financial Activities

<b>REVENUE</b>	<b>Projected 2009</b>	<b>2008</b>
City of Columbus Contract	\$3,078,166	\$3,500,754
Ohio Arts Council	61,659	86,000
Franklin County Neighborhood Grants	60,000	80,000
Contributions	83,456	35,469
Artists-in-Schools	309,758	311,782
After School Programs	341,821	331,618
Columbus Arts Festival	503,101	491,260
Other	162,886	85,382
<b>TOTAL REVENUE</b>	<b>4,600,847</b>	<b>4,922,265</b>
<b>EXPENDITURE</b>		
Community Funding:		
Operating Support	1,999,998	2,538,726
Project Grants	67,320	297,451
Franklin County Neighborhood Grants	60,000	76,371
Technical Assistance	22,450	43,295
Individual Artists Fellowships	25,460	28,305
Designated Projects	303,365	278,165
<b>Total Community Funding</b>	<b>2,478,593</b>	<b>3,262,313</b>
<b>Programs:</b>		
Columbus Arts Stabilization		385,017
Artists-in-Schools	305,709	316,178
Out of School Programs	356,038	341,211
Columbus Arts Festival	441,443	520,881
<b>Total Program Funding</b>	<b>1,103,190</b>	<b>1,563,287</b>
<b>Total Community Funding &amp; Programs</b>	<b>3,581,783</b>	<b>4,825,600</b>
Administrative Salaries	580,050	551,406
Payroll Taxes and Employee Benefits	159,136	191,560
Accounting & Legal	37,211	28,072
Community Arts Partnership/Special Events	38,005	48,568
Meetings, Travel, Local Expenses	13,332	23,070
Office and Equipment Rental	91,168	119,098
Office Expenses	46,869	37,749
Postage & Printing	3,411	9,891
Telephone	11,787	13,350
Advertising/Public Information	16,288	9,591
Depreciation	33,824	33,275
Miscellaneous	12,725	14,002
<b>Total General and Administrative</b>	<b>1,043,806</b>	<b>1,079,632</b>
<b>TOTAL EXPENDITURE</b>	<b>4,625,589</b>	<b>5,905,232</b>
<b>INCREASE (DECREASE) IN NET ASSETS</b>	<b>(24,742)</b>	<b>(982,967)</b>
<b>BEGINNING NET ASSETS</b>	<b>717,398</b>	<b>1,700,365</b>
<b>ENDING NET ASSETS</b>	<b>\$692,656</b>	<b>\$717,398</b>

# Allocation of City Funds

	<b>Projected</b>	
	<b>2009</b>	<b>2008</b>
I. Operating Support Grants	\$1,999,998	\$2,538,726
II. Project Grants Awarded	67,320	297,451
III. Neighborhood Grants	--	--
IV. Technical Assistance	22,450	43,295
V. Individual Artists Fellowships	25,460	23,505
VI. Promotion City of Columbus	105,776	144,670
VII. Community Plan and Marketing	107,360	82,664
VIII. Cultural Trust and Facilities Development	--	13,733
IX. International Program	24,229	22,188
X. Artistic Excellence	10,000	10,000
<b>TOTAL COMMUNITY FUNDING</b>	<b>\$2,362,593</b>	<b>\$3,176,232</b>
XII. General and Administrative	715,573	324,522
<b>TOTAL USE OF CITY FUNDS</b>	<b>\$3,078,166</b>	<b>\$3,500,754</b>

## **2009**

Total Community Funding for 2009 is projected at \$2,478,593. Franklin County Neighborhood Arts Grants were funded by Franklin County and Ashland in the amount of \$60,000; additional funding for the cultural plan was received in the amount of \$56,000

## **2008**

Total Community Funding for 2008 was \$3,262,313. Franklin County Neighborhood Arts Grants were funded by Franklin County and Ashland, Inc. in the amount of \$76,371; Annie's Fund provided \$4,800 for Individual Arts Fellowships; the Columbus Downtown Development Corporation funded \$4,000 of the Art-Space survey and the GCAC board contributions provided \$910. GCAC's unrestricted income was reduced from \$616,832 at the beginning of the year to \$69,349 at the end of the year to allow for the maximum Community Funding.

# 2010 Proposed Budget

	<b>Projected 2009</b>	<b>Proposed 2010</b>
<b>REVENUE</b>		
City of Columbus Contract	\$3,078,166	\$3,601,038
Ohio Arts Council	61,659	50,867
Franklin County Neighborhood Grants	60,000	59,000
Contributions	83,456	38,000
Artists-in-Schools	309,758	390,033
After School Programs	341,821	366,839
Columbus Arts Festival	503,101	525,000
Other	162,886	62,375
<b>TOTAL REVENUE</b>	<b>4,600,847</b>	<b>5,093,152</b>
<b>EXPENDITURE</b>		
Community Funding:		
Grants & Services	2,115,228	2,340,000
Franklin County Neighborhood Grants	60,000	59,000
Designated Projects	303,365	334,567
<b>Total Community Funding</b>	<b>2,478,593</b>	<b>2,733,567</b>
<b>Programs:</b>		
Community Arts Education:		
Artists-in-Schools	305,709	390,033
Out of School Programs	356,038	366,839
Columbus Arts Festival	441,443	490,455
<b>Total Program Funding</b>	<b>1,103,190</b>	<b>1,247,327</b>
<b>Total Community Funding and Programs</b>	<b>3,581,783</b>	<b>3,980,894</b>
Administrative Salaries	580,050	586,993
Payroll Taxes and Employee Benefits	159,136	166,610
Accounting & Legal	37,211	25,500
Community Arts Partnership/Special Events	38,005	43,875
Conference, Travel, Local Expenses	13,332	13,000
Office and Equipment Rental	91,168	107,065
Office Expenses	46,869	37,749
Postage & Printing	3,411	9,891
Telephone	11,787	12,250
Advertising/Public Information	16,288	24,340
Miscellaneous	12,725	13,000
<b>Total General and Administrative</b>	<b>1,009,982</b>	<b>1,040,583</b>
<b>TOTAL EXPENDITURE</b>	<b>\$4,591,765</b>	<b>\$5,021,477</b>

# Appendix I: GCAC Board & Staff

## Board

Mary Jo Green, Chair

Dr. Robert Falcone, Chair-elect

DeeDee Glimcher, Immediate Past Chair

Marilyn Harris, Vice Chair

Eric Carmichael, Treasurer

Janelle Simmons, Secretary

Nick Akins

Karen Bell

Anita Dawson

Nicole Farrell

William Faust

Nicholas Hill

Ted Inbusch

Dr. Yung-Chen Lu

Willie Mayberry

Priscilla Tyson

Michael Weiss

## Staff

Milton D. Baughman  
Interim President

Paula Menhenett  
Vice President,  
Finance & Administration

James Arter  
Associate Artist

Anja Brüggemann  
Assistant to the President

Ruby Classen  
Grants & Services Coordinator

Timothy J. Katz  
Community Arts Education Director

Ed Moore  
Finance Administrator

Alicia Oddi  
Grant Writing & Special Services

Oulanje Regan  
Community Arts Education  
Administrator

Jennifer Sadler  
Marketing & Communications  
Coordinator

Emily Swartzlander  
Marketing & Communications Director

Amanda Teague  
Columbus Arts Festival Coordinator

## 2009 Board & Staff Changes

In June, Mary Jo Green, Chair of the Board of Trustees Nominating Committee, put forth a slate of nominations for new members to the Board. Newly elected Board members include: Nick Akins, Executive Vice President-Generation at American Electric Power; Karen Bell, Associate Vice President of the Arts Initiative at The Ohio State University and William Faust, Partner and Chief Strategy Officer at Ologie. For 2009, a focus was placed on increasing corporate representation and diversity on the Board.

Also in June, Bryan W. Knicely stepped down as president of GCAC. In July, GCAC announced Milton D. Baughman would act as Interim President effective Sept. 1, and Wayne Lawson, Director Emeritus of the Ohio Arts Council, would advise the organization on strategic initiatives.

# Appendix II: Glossary

## Artistic Excellence Award

Given annually to an arts organization that demonstrates innovation, risk and artistic excellence in a performance, exhibition or program. Each year the staff of GCAC selects nominations from different arts events; the GCAC Board of Trustees meets before the Community Arts Partnership Awards luncheon to review the nominations and select a recipient.

## Community Plan & Marketing

Community Plan & Marketing includes marketing of cultural organizations, events and offerings while planning for the future sustainability for the cultural community. Projects in this classification have included cultural planning; a research project on endowments in Columbus; a symposium for local artists; events for national and international visitors.

## Cultural Trust & Facilities Development

Projects in this classification deal with office and performance space development for arts organizations. Artspace is an example of a project.

## Designated Projects:

Each year the Board designates up to 10 to 15 percent to of the Community Funding budget for projects that benefit the greater Columbus community and/or seed community-wide pilot programs. This designation also allows staff to respond to emerging needs and opportunities in the arts community.

## Franklin County Neighborhood Arts program

In the hope of increasing community participation in the arts, the Neighborhood Arts program assists a variety of neighborhood and community groups with arts projects in all arts disciplines, provided they are promoted and offered to the general public. The Board approves the annual budget and applications are reviewed by the Community Arts Education department.

## Individual Arts Fellowships

Fellowships are awarded to artists who live in Franklin County and demonstrate high proficiency in their chosen field. Thurber House, BalletMet Columbus and outside evaluators review applications based on a rotating schedule by artistic discipline.

## International Artists Exchange

Artists who reach the final round of consideration for visual arts fellowships become eligible to apply for a residency in Dresden, Germany, one of Columbus' sister cities. Each year two Columbus artists and two German artists are awarded two- to three-month residencies in their sister city. Other funding has included sending the Kings Arts Complex's *Three Legends Exhibition* to Dresden; BalletMet Columbus' tour of Spain; Jazz Arts Group's tour of Germany and Denmark.

## Operating Support Grants

Operating Support grants provide unrestricted support for established arts organizations offering annual programming and demonstrating exemplary artistic achievement, stable artistic and administrative staffing, healthy financial structures and impact on the city's economy and tourism.

# Appendix II: Glossary

## **Project Support Grants**

Project Support provides funding for short-term cultural activities. In 2010, Project grants will be offered quarterly. Thirty-five to 40 applications are normally received.

## **Promote the City of Columbus**

Designed to highlight the cultural offering in Columbus to residents, visitors and corporations. Projects included in this classification are the collaboration with WOSU to produce *ArtZine*, a broadcast that showcases local arts and cultural organizations; ColumbusArts.com, an online guide to the cultural events that links to the Web sites of the Convention and Visitors Bureau, the State of Ohio Tourism and ArtsinOhio.com; an advertising partnership with CD101 to advertise ColumbusArts.com and conduct on-air interviews featuring a different arts organization twice a month.

## **Technical Assistance**

Small grants are available for organizations in need of consultation on management and artistic issues. The Board approves the annual budget and applications are reviewed by the Grants & Services department and Grants Committee.